



**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

www.Fox8.com

CONTRACT

Contract / Revision		Alt Order #	
585853 /		09851488	
Product			
THOMAS PETERFFY			
Contract Dates		Estimate #	
10/25/12 - 11/06/12		1547	
Advertiser		Original Date / Revision	
Peterffy, Thomas		10/24/12 / 10/24/12	
Billing Cycle	Billing Calendar	Cash/Trade	
EOM/EOC	Broadcast	Cash	
Station	Account Executive	Sales Office	
WJW	Alexandra Bradley	Washington DC	
Special Handling			
Demographic			
Adults 35+			
IDB#	Advertiser Code	Product Code	
1021			
Agency Ref		Advertiser Ref	

And:

**Mentzer Media**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals	
											Spots	Amount
N 1	8	10/25/12	10/26/12	M-F 6a-8a	6a-8a Rotator		1:00			NM	1	\$7,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				1	\$7,000.00			
N 2	8	10/25/12	10/26/12	M-F 6a-8a	6a-8a Rotator		1:00			NM	2	\$14,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$7,000.00			
N 3	8	10/25/12	10/26/12	M-F 10a-11a	10a-11a		1:00			NM	2	\$6,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$3,000.00			
N 4	8	10/25/12	10/26/12	M-F 6p-7p News	6p-7p News		1:00			NM	2	\$16,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$8,000.00			
N 5	8	10/25/12	10/28/12	Late News Rotator	10p-11p Rotator		1:00			NM	1	\$9,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$9,000.00			
N 6	8	10/29/12	11/02/12	M-F 6a-8a	6a-8a Rotator		1:00			NM	3	\$21,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$7,000.00			
N 7	8	10/29/12	11/02/12	M-F 6a-8a	6a-8a Rotator		1:00			NM	5	\$35,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$7,000.00			
N 8	8	10/29/12	11/02/12	M-F 10a-11a	10a-11a		1:00			NM	3	\$9,000.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$3,000.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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10/25/12 - 11/06/12		THOMAS PETERFFY
		Estimate #
		1547
Advertiser		Original Date / Revision
Peterffy, Thomas		10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots      Amount	
N 9	8	10/29/12	11/02/12	M-F 6p-7p News	6p-7p News		1:00			NM	3	\$24,000.00
NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$8,000.00			
N 10	8	10/30/12	11/02/12	M-F 10p-11p Fox 8 News	10p-11p Rotator		1:00			NM	2	\$18,000.00
NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$9,000.00			
N 11	8	11/05/12	11/05/12	M-F 6a-8a	6a-8a Rotator		1:00			NM	1	\$7,000.00
NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$7,000.00			
N 12	8	11/05/12	11/05/12	M-F 6a-8a	6a-8a Rotator		1:00			NM	1	\$7,000.00
NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$7,000.00			
N 13	8	10/25/12	10/28/12	Late News After Sports/De	1030p-2a After Spr		1:00			NM	1	\$9,000.00
NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T-SS				1	\$9,000.00			
N 14	8	10/29/12	10/29/12	Late News After Sports/De	1030p-2a After Spr		1:00			NM	1	\$9,000.00
NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$9,000.00			
Totals											28	\$191,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	9	\$61,000.00	\$51,850.00
10/29/12 -11/05/12	19	\$130,000.00	\$110,500.00
Totals	28	\$191,000.00	\$162,350.00

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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**AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b> WJW-TV	<b>Date:</b> 10/23/12
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I, David Grill  
do hereby request station time concerning the following issue:

Thomas Peterffy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	10/25-10/31			

<b>Total Charges:</b>	\$ 191,000	GROSS
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This broadcast time will be used by: Thomas Peterffy

<p><b>Does the programming (in whole or in part) communicate “a message relating to any political matter of national importance?”</b></p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
---

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Thomas Peterffy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/9/12  
Date
  
Signature
410.825.7034  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

\_\_\_\_\_  
Signature
\_\_\_\_\_  
Printed Name
\_\_\_\_\_  
Title